



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/058,970
Filed : January 28, 2002
Title of Invention : INTERNET-BASED METHOD OF AND SYSTEM FOR
ENABLING MANUFACTURERS OF CONSUMER
PRODUCTS AND/OR AUTHORIZED PARTIES TO MANAGE
AND DELIVER CONSUMER PRODUCT MARKETING
COMMUNICATIONS TO CONSUMERS AT POINTS OF
PRESENCE ON THE WORLD WIDE WEB (WWW) USING
MULTI-MODE MARKETING COMMUNICATION
SUBSYSTEMS DRIVEN BY SERVER-SIDE COMPONENTS
AND MANAGED BY MANUFACTURERS AND/OR
AUTHORIZED PARTIES
Examiner : Mark Fadok
Group Art Unit : 3665
Attorney Docket : 100-058USANB0

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed December 27, 2006, Applicant hereby submits
the following amendments to the same:

AMENDMENT TO THE TITLE:

Please delete the previous Title to Invention, and add a new Title as follows:

--WEB-BASED CONSUMER PRODUCT MARKETING COMMUNICATION NETWORK FOR MANAGING AND DELIVERING CONSUMER PRODUCT MARKETING COMMUNICATIONS TO CONSUMERS ALONG E-COMMERCE (EC) ENABLED WEB SITES ON THE WORLD WIDE WEB (WWW), USING MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS EMBODYING UNIVERSAL PRODUCT NUMBERS (UPNs) AND DRIVEN BY UPN/URL LINKS MANAGED BY PRODUCT MANUFACTURER TEAM MEMBERS AND/OR THEIR AGENTS--